



724 SOLUTIONS USES ADAX & ARICENT SIGNALING SOLUTION IN SEAMLESS MESSAGING – MMS EDITION

22 July 2008, Reading, UK – Adax Europe, an industry leader in high performance signaling infrastructure, is supplying its SS7 solutions set to the latest version of 724 Solutions' Seamless Messaging – MMS Edition.

724 Solutions, a leading provider of next generation mobile data solutions enabling seamless communications in an IP-based world, is deploying the nexGen platform, a combination of Adax hardware and Aricent software, designed to enhance mobile operators' service to end users. The nexGen platform has been designed to handle the increased demands of IP convergence, and is ideal for telecommunications systems that have high capacity and throughput requirements.

Its integration with Seamless Messaging – MMS Edition means that mobile operators now have a single solution for a comprehensive next generation multimedia messaging platform, optimized for all MMS services, including: person-to-person messaging, application-based content messaging and rich, fresh subscriptions-based services.

“Next generation MMS infrastructure must be modular, scalable and flexible to allow mobile operators to react quickly and efficiently to offer new rich media messaging services,” said Farooq Ali, Vice President of Product Management. “Working with signaling leaders Adax and Aricent enable us to provide a greater breadth of solutions on our open platform and allows customers to add interfaces and platforms without disrupting their network”.

Robin Kent, Director, European Operations at Adax comments: “724 Solutions is renowned for its expertise in the seamless communication market and has a very strong and well-respected solution set. We are excited about working with the team and feel its customers will benefit from the increased usability Adax's solution provides.”



About the nexGen platform

Aricent and Adax have worked in partnership to develop nexGen platform, to allow users to develop applications irrespective of the underlying network and supports both the legacy (SS7) and the new (SIGTRAN) network infrastructures.

The solution enables telecom infrastructure vendors and application developers to have a smooth and easy transition to high value IP based networks. The highly flexible nexGen platform solution also facilitates the swift introduction of new services, while at the same time, allowing users to benefit from the reliability of existing legacy networks. Easing the application development lifecycle, nexGen platform helps drive cost savings on capital expense, maintenance, provisioning and management.

The nexGen platform comes pre-integrated with the HDC signaling card from ADAX and the nexGen signaling solution from Aricent, and it offers one of the best performance figures in the industry. Based on a highly distributed architecture, nexGen platform offers carrier grade reliability and ultimate scalability. It can be scaled up or down dynamically and can support from as low as 2 links to hundreds of links. It is an ideal signaling solution for enabling communication applications in the domains of messaging, charging, location based, roaming and Intelligent networks.

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About Adax Europe Limited

Adax Europe Limited specialises in signaling infrastructure for today's converging networks, covering all protocols and popular hardware formats to provide the right solution for any signaling requirement. Adax high performance products are available for PSTN, GPRS, 3G and IMS networks.

Adax signaling solutions deliver the high performance, total scalability, fast time to market and rapid return on investment that are essential for telecom companies to stay ahead in a competitive and ever changing industry. Solutions include signaling communications controllers for SS7, ATM and IP; integrated signaling protocol stacks and blades for SS7 and SIGTRAN; and multi-purpose signaling gateways for SS7 and IP interworking.

Adax customers include some of the world's premier telecom suppliers such as Alcatel-Lucent, Ericsson and Motorola; and value added service (VAS) providers and system integrators such as Apertio, Bharti Telesoft, and ip.access.

Add something about Aricent

For more information please visit www.adax.com or contact Dan Bowsher or Paul Stallard at Berkeley PR on 0118 988 2992 / adax@berkeleypr.co.uk.

About 724 Solutions

724 Solutions delivers intelligent any-to-any service message and traffic handling solutions built upon a



common carrier-grade architecture that allows mobile network operators and virtual network operators to rapidly deploy flexible and open next generation IP-based network and data services.

The company's solutions enable the Unwired Lifestyle™, 724's vision of seamless communication without barriers; a vision of how subscribers will use mobile data services to enhance and enrich their professional and private lives with services relevant to their specific needs, with user communities preserved across generations of technology and with data services as reliable and ubiquitous as voice services.

724 Solutions is a global company headquartered in Santa Barbara, California and with development centres in Switzerland and India. 724 Solutions is privately owned by Austin Ventures. For more information, please visit www.724.com.

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